

What is Claimed is:

1. A system wherein a participant interacts with an evolving story line, comprising:
a system manager including memory and a processing unit, the system manager being connected to at least one form of media and at least one participant;
a message sent by the system manager to the participant that conveys information of the story line;
a response sent by the participant to the system manager that responds to the message; and
a subsequent message sent by the system manager that furthers the story line based on the participant's response.

2. The system of claim 1 wherein the message is an e-mail.

3. The system of claim 1 wherein the message includes a hyperlink that reflects a possible response by the participant.

4. The system of claim 3 wherein the participant is directed to the web page by clicking on the hyperlink.

5. The system of claim 1, wherein the system manager includes a timer, wherein a signal is transmitted from the participant to the system manager upon the participant's review of the message and wherein the timer provides the participant with a certain amount of time to respond.